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Spotlight ON FOREIGN MARKETING



TO U.S. AGRICULTURAL ATTACHÉS AND FAS STAFF MEMBERS

Vol. III, No. 8

November 9, 1959

SPOTLIGHT IS THREE YEARS OLD. Checking back issues of Spotlight reveals many things. Principally, the hundreds of short items show a continuity of effort in our market development work. For example, a promotion idea launched in Japan became equally useful in other parts of the world; breaking a trade barrier in Western Europe helped to do a similar job elsewhere; and background information on "selling points" of commodities in various supplements has been helpful in many parts of the world.

Trading information and ideas in the field of foreign marketing is now more important than ever as we enter our sixth year of operation under Section 104(a). Foreign production is up, competition is becoming keener, more countries are entering the export field and making it necessary that we become better salesmen. As a tool for meeting this challenge, Spotlight can serve a worthwhile purpose. It would be helpful in the future, therefore, if every reader -- at home and abroad -- would keep an eye out for spot news, example stories, special accomplishments in marketing, and related items, for publication. Our ultimate aim is world-wide coverage of promotional efforts, a service which, we feel, should be of benefit to the entire Department.

"SPOT NEWS" WAS WORTH \$500,000 to the U. S. rice industry last August as the result of quick action by Gordon Loveless, then serving as agricultural attache in Iraq, and Dexter Rivenburgh, FAS Rice Specialist. When Gordon heard that the Iraqi Government was interested in buying milled rice he relayed the information immediately to FAS. The sparse cable read: "Iraq has authorized the importation of 770,000 cwt. of milled rice. No details are available on type of rice or contemplated source of purchase." The information was released to the trade through Rice Market News, a nation-wide service of AMS. As a result, three U. S. firms sold 100,000 -100 lb. bags valued at over \$500,000. This brief information, which was not made available through other sources, was worth over \$20,000 per word.

ADDITIONAL KITCHEN BUSES IN JAPAN will carry the story of better nutrition to remote areas where the present project does not touch. The plans were announced recently by the Welfare Ministry of Japan, following an intensive survey which revealed that one out of every four persons in the country is in need of a better diet.

The additional buses are being financed entirely by Japan; no FAS funds are being used. The kitchen bus project originated by Pacific N.W. wheat growers and FAS, has been in operation for the past three years.

"WE CAN BE MODERATELY OPTIMISTIC ABOUT OUR AGRICULTURAL EXPORT PROGRAM," Max Myers, FAS Administrator, told a recent audience in the Jefferson Auditorium, "but we shouldn't expect miracles. Trade will not develop by itself," warning that "it must be a carefully planned effort by private trade interests and Government. We must build trade methodically -- and continuously. We must concentrate on exporting quality products. We must keep our prices competitive in world markets. We must have willingness to 'beat the bushes for business' as successful businessmen have done since the beginning of time....."

In reviewing the responsibilities of surplus vs. deficit nations, Dr. Myers pointed out that "the free world has no alternative to solving the problem of hunger... In helping to eradicate hunger, there are countless opportunities," he said. "There are opportunities in business terms, in political terms, in humanitarian terms. With opportunities come responsibilities, of course. Some of these responsibilities are difficult and complex. But we can face up to them. In so doing," he concluded, "we will be writing one of the greatest chapters in all the world's history."

One interesting aspect of Max's speech is that it states total world food production, and needs, on a wheat-equivalent basis.

Copies of the speech have been sent to attaches.

MARKETING U. S. FARM PRODUCTS AT HOME AND ABROAD will be the theme of the U. S. market development sector of the first World Agriculture Fair opening in New Delhi, India, on December 11. Print Hudson and Martin Smith of the International Trade Fairs Branch will represent FAS. In the Market Development sector will be shown a modern bakery, pasta processing and packaging machine, demonstration kitchen, scale model of a vegetable oil processing unit, a display of fresh frozen and frozen prepared dairy and poultry products. In addition, there will be a carousel display of wheat, corn, rice and soybeans, together with canned fruits and vegetables.

This fair, which will be the largest U. S. exhibit ever held in this part of the world, is expected to draw many visitors from neighboring Asian countries. Indicative of its importance, President Eisenhower has announced his intention to participate in its opening.

DRIP-DRY, WASH-WEAR COTTON IS GAINING POPULARITY ABROAD, according to a recent article in "Farm and Ranch," which was condensed in the October issue of Reader's Digest, and will later appear in foreign language editions.

The article explains how new finishes for cotton fabrics have influenced and are continuing to influence apparel markets. Also explained are research activities to develop other new finishes and improve those now in use.

The article concludes by saying that efforts to sustain and expand cotton's market are paying off.

A report on recent Cotton Council International activities in Western Europe is attached as a special supplement.

RICE INDUSTRY CREDITS TRADE FAIRS WITH SALES BOOST. Reports from the U. S. rice trade continue to be enthusiastic about the results coming in after participation in rice exhibits held at International Trade Fairs in London, Vienna, Munich, Lausanne and Cologne. The trade has attributed to these fairs an important portion of the credit for the tremendous increase of U. S. rice exports to Western Europe in the rice marketing year of 1958-59. Shipments of nearly 2.4 million bags were almost 10 times shipments of slightly over one quarter million bags the year before. Price-wise, the '58-'59 exports were about \$13 million.

GOURMET FOODS ARE BECOMING BIG BUSINESS IN THE UNITED STATES. When any foreign friends ask why the U. S. doesn't buy more of their agricultural products, just quote the January 1959 issue of Fortune magazine. It points out that over 6,000 U. S. "specialty shops" and 5,000 supermarket "specialty corners" feature gourmet-type foods, 60 percent of which are imported.

Sales of gourmet foods in the U. S. have nearly doubled in the past four years. Total sales in 1958 approached the \$200 million mark. Percentage-wise, this may not make much of a dent in our total agricultural imports -- nearly six billion dollars last year -- but it is an important factor, nevertheless.

NEW METHOD OF PREPARING FOOD POWDERS developed by USDA takes much of the guesswork out of reconstituting. Scientists at the Western Utilization laboratories expect the new process to help expand markets for several foods. Thus far, the engineers have made powders of good color and flavor from the juice of tomatoes, apricots, pineapples, apples, and oranges; from whole and non-fat milk; and from coffee, prune whip, beef and chicken broth, and lemonade.

Called "foam-mat" drying, the new process involves whipping liquid food concentrates into a foam with the assistance of food additives that have been found satisfactory for the purpose, spreading the foam on a belt or tray, drying it in a stream of warm air, and finally, compressing and crushing it into powdered form.

The fine structure of the foam created in the process remains stable even when the dried form is compressed into pellets, so that the powders can be reconstituted readily with water, even iced water.

ANOTHER JAPANESE TEACHER OF BETTER NUTRITION THROUGH WHEAT FOODS is Mr. H. Ono, Chief Technician for the Japan Biscuit and Cracker Bakers Association, who has returned home after completing a month's training in the Pacific Northwest where he studied latest methods employed by the American cookie and cracker industry.

Upon his return home, Mr. Ono will devote one full year to teaching his newly-acquired knowledge and skills to bakers throughout Japan.

Mr. Ono's employers furnished transportation to the U. S., and the wheat growers of Idaho, Washington and Oregon provided funds for Stateside expenses, and made arrangements for the month-long training session.

CCC MONTHLY SALES LIST FOR NOVEMBER 1959: Nonfat dry milk, cheddar cheese, cotton (upland and extra long staple), peanuts, wheat, rice (rough and milled), corn, oats, barley, rye, grain sorghums, soybeans, gum rosin, and tung oil.

Flaxseed has been dropped from the list because all stocks (except for odd lots) have been sold. As announced October 9 (press release USDA 2838-59), nonfat dry milk has been dropped from the list of commodities available for barter because supplies at present are limited. Interest rates per annum under the CCC Export Credit Sales program are up 1/2 of 1 percent over October.

All commodities currently offered for sale by CCC, plus tobacco from CCC loan stocks, are eligible for export sale under the CCC Export Credit Sales Program.

The following commodities are currently eligible for barter: Cotton, tobacco, rice (milled), wheat, corn, barley, sorghum grain, soybeans, and cheddar cheese. This list is subject to change from time to time.

Interest rates per annum under the CCC Export Credit Sales program for November 1959 are 5-3/8 percent for periods up to six months, 5-7/8 percent for periods from over six and up to 18 months, and 6-3/8 percent for periods from over 18 months up to a maximum of 36 months.

150TH ANNIVERSARY OF THE "TIN CAN" WILL BE CELEBRATED NEXT YEAR. The common-place metal container for food and a variety of other items was invented in 1810 by an Englishman named Peter Durand. He picked up where a Parisian confectioner named Nicolas Appert left off. Appert's theory was that food could be preserved when the container was heated, then quickly sealed. This is the fundamental modern principle of canning as practiced today.

The Can Manufacturing Institute of Washington, D. C., is promoting a world-wide celebration of this anniversary and will stress the role of the can in the distribution of food to the four corners of the world. Attaches may be hearing more about it.

CHILEAN CHAIN STORES WILL FEATURE U. S. PACKAGED RICE AGAIN THIS YEAR as the result of Sam Work's promotional efforts before leaving for reassignment in Washington. Sam introduced the product in Chile last year for the first time. In addition to promoting the repeat sale, Sam was instrumental in working out arrangements with the supplier and buyer for a small-scale advertising program for American quality rice.

CHILE BUYS SOYBEAN OIL FOR DOLLARS, indicating there is an expanding commercial market in South American countries. The success of FAS-industry efforts to educate business interests in South America as to the values of soybean oil as human food is paying dividends. The Chileans, like the Peruvians, have been historical users of other vegetable oils in foods -- cottonseed, sunflower and rape. The order, all free dollar business, was for 5,000 - 6,000 tons.

PROGRESS REPORT ON COTTON PROMOTION

(The following report written by Howard Stovall, President of The Cotton Council International, to members of his Board of Directors gives interesting highlights of current cotton promotion in Western Europe).

"I have recently returned from Italy, Switzerland, Germany, Austria, France, Belgium and England, seven of the 14 countries where Cotton Council International is working with local cotton industries to advertise, publicize and otherwise promote cotton. I was accompanied by Read P. Dunn, Jr., Director of Foreign Trade for the National Cotton Council and Executive of CCI.

"We found Europe's economy booming. The textile recession is definitely over.

"The cotton situation in Europe is very heartening. Mills reported cloth sales into the first and second quarter of 1960. This is very good. In every country mill executives credited the new interest in cotton to the cotton promotion efforts.

"We found United States cotton again competitive. The mills expect to increase their purchases of U. S. cotton substantially this year. The general view is that U. S. exports to Europe will reach their traditional levels in 1959-60. It looks as if we can figure on exports of at least 5.5 million bales.

"It is amazing to see how the cotton promotion programs are catching on. The Europeans have taken the sales promotion, public relations and market research program of the National Cotton Council, adapted it very rapidly to their own situations, and are branching out with interesting special projects of their own.

"Austria is promoting cotton for teen-agers. The Swiss sent a four-car 'Cotton Train' around the country showing educational exhibits, style shows and the movie, 'Cotton -- Nature's Wonder Fiber' to store buyers, editors and fashion leaders. More than 3,000 Italian stores took part in a nationwide contest for the best window displays of cotton goods. The British Cotton Board has gotten washing machine makers, soap companies, electric power distributors, newspapers and even labor unions to cooperate in promoting cotton. France has devised a novel ad series which actually shows famous designers using cotton. Belgium has created about as much publicity for their 'Cotton Queen' as we have for the Maid of Cotton in the U. S. The Germans are tying cotton right in with the rebirth of Berlin as a fashion capital.

"One of the most impressive things was the pageant 'Cotton Through 5,000 Years,' which was staged for an audience from 18 nations September 23, in Vienna, for the International Federation of Cotton and Allied Textile Industries meeting.

"Museums, scholars, and designers all over the world cooperated in assembling 47 garments, ranging from 3,000 B.C. to the present. Some of the reconstructed costumes and settings were based on such small clues as a few threads of cotton from 5,000 years ago, pieces of fabric woven before Christ by the Indians of Peru, or quotations from the Roman writer, Pliny.

"A sari-like shawl and skirt representing the Indus civilization of 3,000 B.C. opened the show. Other ancient garments came from Egypt, 500 B.C. Greece, and Rome. Pre-Spanish Mexico, Peru, Persia, Japan, Indonesia, Indo-China, medieval Spain, and Ethiopia were shown. The U. S. was represented by two ladies' dresses and a child's costume of 1794, the year Eli Whitney invented the cotton gin.

"More modern cottons were seen in the clothes of 18th Century England, Louis XV France, and 19th Century Austria. I began to recognize the styles when they got up to the slender, elegant dresses from the World War I period and the flapper styles of the 1920's. Climax of the review were two selections from Christian Dior's 'New Look,' which came out in 1947, and six creations of Viennese designers for 1960.

"The pageant, a facinating history of cotton and fashion, effectively demonstrated to the textile executives how cotton's beauty and comfort have made it the choice of the world's royalty, artists and beauties as long as history has been recorded.

"CCI is making available to all cotton industries a basic color movie, color slides, still photographs, background materials, and articles on the history and the costumes for use in year-round cotton market development programs. They are providing themes and references for sales promotion campaigns, books, schools, colleges, women's clubs, television broadcasts and motion pictures in every section of the globe. They will be available in the U. S. through the National Cotton Council.

"This two-hour pageant about cotton's history will contribute for years to cotton's future.

"These are just some of the high points of the survey. Later on, we will be giving you further reports on CCI's entire operation."

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
Washington 25, D. C.

COOPERATIVE MARKET DEVELOPMENT WORK

Summary of Remarks by Assistant
Secretary Clarence L. Miller
before Trade Groups Cooperating
in Section 104(a) Market Develop-
ment Projects -- October 27, 1959
Willard Hotel, Washington D. C.

I. Our Cooperative Market Development Work Has Now Come of Age.
It Has Four Years of Eventful History.

When Public Law 480 was passed, we in the Department had little experience with promotion abroad. The old Office of Foreign Agricultural Relations had been concentrating primarily on fact-gathering and representing Agriculture's interest in negotiations abroad. Most trade and agricultural groups were inexperienced also, though a few had experience in domestic promotion, and this has stood us in good stead.

Before we could get started we had to work out some basic philosophy, and this we worked out together. Let me briefly review these starting premises.

1. Promotion is the basic responsibility of the trade. This has always been true in our free enterprise economy and we saw no reason why basic responsibility for this function should move to the Government. The Government's function should be to assist and guide this effort on the part of the trade.
2. Hence, it followed that we would work wherever possible through U. S. trade and agricultural groups.
3. These groups should, wherever possible, be non-profit and national in scope.
4. As the program got established and proved beneficial to trade groups here and abroad, these groups should assume an increasing portion of the cost. It seemed reasonable that the Government should pay a substantial portion in the early days when the program was getting started, but none of us planned for this to last indefinitely.

Getting organized to do the job was not easy. You recall that in many commodities, there was no organized commodity group which could put money into foreign promotion. Some of these groups had never had any experience in the export field and their leadership had to be convinced

as to the wisdom of this program. In some cases, there were several commodity groups but there was no coordination between them that would enable them to launch a program of this magnitude.

The Department threw the challenge to the U. S. trade and agricultural groups concerned and they rallied. They organized or reorganized. The wheat groups and the soybean groups that are here today did not exist when this program started. The poultry industry selected one of the several poultry organizations to represent them for this work. And so it went, through the whole list of commodities represented here.

Once organized, cooperating groups have provided manpower, funds, leadership and know-how. You have a good record and we are proud to be partners with you in it. You have provided this leadership in such a way as to improve not only our export business, but our international relationships generally. Apart from what you have done in developing markets, you have educated your producers in the trade as to the opportunities, possibilities, and problems of the export market -- and this is an accomplishment of great importance.

II. Solid Progress

Lets look back just for a moment and see the progress that we have made in the four years this program has been in action.

Three hundred and seventeen market development projects have been developed. Most of these projects involved an agreement between FAS and a cooperator; each went through your organization and ours; they involved writing, clearing, and making fiscal arrangements. The administrative work and the number of people that had to be educated to get it done has been tremendous.

Thirty-nine countries were covered by these agreements. Think how many survey trips, interviews of foreigners, studies of data here and abroad by you and FAS, by our attaches and embassy fiscal officers, and by the foreign groups who are cooperating with you were involved. Remembering that this was done over the international barriers of language and customs, this accomplishment becomes still more impressive. By the end of fiscal year 1960, these thirty-nine countries will have expanded to more than fifty; the program is still growing.

More than \$18 million equivalent in local currency provided by FAS have been committed in these agreements along with approximately \$6 million in your funds, both American cooperators and foreign cooperators. That industry contribution represents a great deal of work on the part of your organizations in raising the money.

Trade fairs cut across commodity lines, so FAS has taken the leadership in these -- but with the active cooperation of your groups. Within the 4 years, we have put on 45 exhibits in international trade fairs in 17 countries, with attendance of over 21 million people. That's a lot of people -- and many of them were leaders in importing, distributing and retailing food products abroad.

Think for a second of illustrations of some of your accomplishments in individual commodity fields. These are hard to measure; but, for example, there is:

1. Tallow in Japan -- The maintenance of tallow exports to Japan has been an uphill fight. As a result of market development work in Japan, coordinated with improved practices in the U. S., U. S. tallow exports to Japan have increased from 211 million pounds in 1956 to over 216 million pounds in 1958.
2. Soybeans in Italy, Oil in South America -- Market development has contributed significantly in these areas. In Italy, where promotional work has emphasized mixed feeds, U. S. exports of cakes and meal have increased from 11.6 thousand short tons in 1954-55 to over 62,000 short tons in 1957-58. In several South American countries, soybean oil sales have been made for the first time as a result of this work.
3. Cotton in Europe and Japan -- Promotional projects are underway in 11 European countries and in Japan, countries which constitute approximately 77 percent of the total U. S. cotton export market. Under a program designed to increase domestic per capita cotton consumption, results indicate that this has actually been accomplished in all countries where market development work is being carried out. Greatest consumption increases have appeared in those countries where the program has been operating longest; namely, in France, Germany, Italy, Spain and Switzerland. In France, during the first two years of the promotion program, cotton consumption increased an average of 12 percent over the two preceding years. In Germany, during this same period, cotton consumption increased 11 percent. During the same period in Japan domestic cotton consumption increased 20 percent per capita above the two preceding years.
4. Wheat in Japan -- Market development projects have made a significant contribution to the increased per capita wheat consumption in Japan from 69 pounds in 1951-52 to 89 pounds in 1956-57 -- an increase of about 30 percent. Incidentally, we are not getting as much of that increase as we should and our sales to Japan are off this year. But that's a separate problem which I won't go into now.
5. Poultry in Europe -- Four years ago, poultry exports for this country were practically nil, particularly to the European market. Now we have substantial markets in a number of countries, particularly Switzerland, Germany, and Holland. In Switzerland, I saw the work of the Institute of American Poultry Industries connected with the Lausanne Fair and I was highly impressed. We are now supplying 50 percent of Switzerland's poultry imports.

6. Tobacco in Thailand and Japan -- In Thailand, consumption of U. S. leaf has increased from about 8.3 million pounds in 1956 to 9.4 million pounds in 1957 to 10.2 million pounds in 1958. That's an increase of 25 percent in 2 years, a large part of which resulted from market development work in Thailand. In Japan, the total consumption of U. S. leaf has increased from 7.2 million pounds in 1956 to 9.3 million pounds in 1958 - a 23 percent increase.

We can also take pride in the overall history of agricultural exports since this program started, though again the actual effect of this activity is hard to measure. Nevertheless, agricultural exports hit a post-war low in 1953-54, averaging \$2.8 billion in those two years. For the last three years, on the other hand, they have moved up to an average of \$4.1 billion. This year, we will have another good year. Market development projects contributed to these increases.

III. Where Are We Today?

The last session of Congress strengthened our legislative authority. This is due to the growing recognition of the significance of this work by the Congress.

That new legislation gave us three new tools for continuing our work and placing it on a longer-range basis:

First, it stated that an amount equal to 5 percent of Title I sales should be available from sales proceeds or loan repayments for use by this program. This doesn't mean that this money has to be spent in one year, or even that it has to be spent at all. It can be held for use long after Title I sales are ended. Also, the 104(a) research program carried out by the Agricultural Research Service must also come out of these funds.

Second, it stated that conversion should be emphasized to help secure funds needed in dollar markets where we no longer have Title I sales. We are already pushing hard to obtain convertible funds in future agreements.

Finally, it authorizes special Title I sales in hard currency countries when this is necessary. We shall use this only as a last resort. There are several objections to such sales of which I think you are aware. Most important, they run counter to the basic philosophy of Title I, that is, that it permits sales for local currency in countries which are unable to buy for dollars. It is not supposed to be a competitor with dollar sales.

Another provision of the new legislation is that our budget for 104(a) will now have to be approved by the Congress.

Our plans for fiscal year 1961 call for the moving into 5-year agreements with cooperators in selected cases. Heretofore, we have used 2-year agreements in keeping with an understanding with the Bureau of the Budget. We are now budgeting for 5 years those agreements which will meet the following criteria: projects underway for 2 years; results that justify an extension on a 5-year basis, and this normally includes established relations with foreign trade groups; cooperators being prepared to meet the 50 percent requirement now and the dollar-for-dollar matching starting July 1, 1961. In no instance would we fund for 5 years what we call "hunting license" agreements i.e. agreements where a cooperator is provided funds to study an area and see if he can work out a program, but where he has not yet developed a solid program. We wanted to be reasonably certain that the funds requested could be committed in solid programs, within the fiscal year. Programs not ready for 5-year financing in FY '61 can be reconsidered in the preparation of the FY '62 budget.

The Department has pulled together its regulations regarding 104(a) projects and issued them as Title 11 of the FAS Regulations. You have each been given a copy. There is very little new in Title 11; it is basically a pulling together of the regulations developed over the years.

We think that Title 11 is a step forward in better administration. It lets everyone know what the rules are -- that includes you, our people here in Washington, your people overseas, the attaches, and the fiscal sections of the embassies that have to help administer these funds. In a program this big, where we are all operating in various parts of the world, we must have rules and stick to them. If we don't stick to them, none of us can know what to expect.

The need for emphasis on the requirement of substantial contributions by U. S. and foreign trade groups is restated in Title 11.

It requires that U. S. and foreign cooperators, together, shall match 50 percent of the funds contributed by FAS, unless special circumstances justify an exception. This is in keeping with the policy with which we started the program. The program is now over four years old, and most of our projects should be reasonably well established. They have had a chance to prove their value to your membership here and to the trade groups abroad. It has been the feeling of all of us, I believe, that as this situation develops the trade here and abroad should be willing to assume an increasing portion of the financial responsibility. If the trade is not prepared to assume more of the responsibility, perhaps this is a signal that the program should be cut back. Basically, I don't think that this program can move any faster than the industry is willing to move.

You have been asking when might we make exceptions to this 50 percent rule. I don't want to lay down any formulas here. FAS will have to work this out with you as we move along, but here are some ideas as to the type of exceptions that might be considered:

Property Purchases -- We like to stay away from heavy property expenditures -- but where we are going into them, particularly in areas where we have ample local currency, some exception might be made.

Research -- Either applied or basic research, particularly in areas where we have ample currency, might be an exception. Research is a field in which it is hard to get the membership of trade groups to contribute money when the ideas of market development are new to them.

Introductory promotion and related work -- In countries where the local industry is not organized, or is not sold on promotion, an exception might be made for small projects of fact-gathering and promotion to get the work started. Such exceptions would not normally be continued for longer than two years, at which time either third party cooperation should be secured or the project terminated.

Experimental programs -- We also envision the possibility of your coming up with experimental ideas in promotion which deserve exceptions for brief periods.

In any exception, the cooperator must pay all dollar costs and must put in enough money -- and here I quote from Title 11 -- "to assure project supervision, assumption of responsibility, active participation, and continued interest."

After July 1, 1961, we envision that in the case of promotional projects -- and here I stress the word promotion -- that have been going for two years, the trade would match the FAS contribution dollar-for-dollar. Actually, I anticipate that by that time most of your programs will already be meeting this criteria so that it will create no substantial hardship. Remember that this applies only to programs of a promotional nature that have been going for two years. For non-promotional programs, the same rules that we now have would apply.

IV. Summary

Let me summarize this way:

Fiscal year 1956 was the year in which we in FAS, working with you, got the basic ground rules written.

Fiscal year 1957 was the year in which you trade groups got your organizations set up and started in cooperative agreements.

Fiscal year 1958 was the first year in which we reached a substantial level of program operations.

Fiscal year 1959, the year just past, was the year in which we all took stock and attempted to systematize our operations.

Fiscal year 1960, the present year, we face the challenge of working together to develop a continuing, longer-range program on a solid foundation that will maintain or expand foreign markets for U. S. agricultural commodities.

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In conclusion, we in the Department are proud of this program and the aggressive job you have done. We look forward to even better results in the future.

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TABLE I, GUIDE TO COMMERCIAL SALES

Commodity	Unit	Grade, Type or Variety	Location	Wholesale Market Price on 11/6/59	Price Year Earlier
Wheat	1/ 2/ 3/ 4/	#2 H. W.	Galveston	\$ 2.33-2.41	\$ 2.26-2.38
"	"	#1 S. W.	Portland	1.99	2.04
"	"	#2 S.R.W.	Baltimore	Non-quoted	2.10-2.11
Barley	"	#3 Feed	"	1.3425	--
"	"	"	New Orleans	1.345	--
"	"	#2 Western	Northwest	1.14125	--
Corn	4/	#2 Yellow	Baltimore	1.2875	--
"	"	"	New Orleans	1.26	--
Grain Sorghums	4/	#2 Yellow Milo	Gulf	2.03375	--
Oats	4/	#2 White	Baltimore	Non-quoted	--
"	"	"	New Orleans	Non-quoted	--
Dry Beans	Cwt.	#1 Pinto	FAS-Gulf	8.40	--
Small Red Beans	"	#1	FAS-West Cst.	11.00	--
Dry Peas	"	#1 Alaska, Whole	"	4.85	--
Cottonseed Oil	Pound	B.P.S.Y.	Nov. Fut. N.Y.	.1119	--
Soybean Oil	"	Refined	New York	.1005	.1290
Cottonseed Oil	"	Crude	Valley	.0912	.1125
Soybean Oil	"	Crude	Decatur, Ill.	.0805	.1062
Linseed Oil	Pound	Raw	Minneapolis	.1450	.1300
Lard	Pound	Refined 50# tin	Chicago	.1025	.1325
Tallow	"	Prime Inedible	Chicago-FOB	.0550	.07625
Greases	"	Choice White	"	.05875	.0875
Soybeans	Bushel	#2 Yellow(ord.)	Gulf-FOB	2.3825	--
Cottonseed Meal	Sh. Tn.	41% bulk	Memphis	64.50	57.00
Soybean Meal	"	44% bulk	"	63.50	59.00
Milk, Evaporated	Case	48-14-1/2	Pac. Cst. Mkts.	6.20-6.60	6.10-6.60
Eggs, Shell	Doz. Med.	Mixed Colors	New York	.245-.255	.32-.33

Commodity	Unit	Grade, Type or Variety	Location	Wholesale Market Price on 11/6/59	Price Year Earlier
Eggs, Dried	Pound	Whole	New York	.92-1.05	1.15-1.22
Chicken, R. C.	"	Gr.A Broilers	"	.26-.285	.28-.30
Turkey, R. C.	"	Gr.A Beltsville	"	.415-.43	.44-.44
Beef Trimmings	"	75-85% lean froz.	Chicago	.3400	.3900
Beef Hearts	"	Regular Frozen	"	.1600	.2700
Beef Livers	"	"	"	.2425	.2750
Pork Trimmings	"	"	"	.1075	.1900
Canned Apricots	Doz. #2-1/2	Choice Halves	FOB-Calif.	3.25	3.90
" Peaches	"	"	"	2.50	2.80
" Pears	"	"	"	3.15	3.45
Grapefruit Secs.	Doz. #303	Fancy, Lt. syrup	FOB-Florida	1.875	1.775
Orange Juice	Doz. 46 oz.	Sweetened	"	4.30	--
Oranges, Fresh	Std. Ctn.	Size 138-163 Navel	FOB-Calif.	2.50	--
Lemons, Fresh	Std. Ctn.	180	FOB-Calif.	2.00	--
Apples, Fresh-Xficy.	Std. Box	138 & larger	FOB-Wash.	4.45	3.45
Raisins	Lb. Bulk	Natl. Thompson	FAS-Calif.	.15	.27
Prunes	Pound	50 - 60	"	.22	.235

1/ Export payments - all destinations except Caribbean and Atlantic ports of Latin America and West Indies, \$.58; to Caribbean and Atlantic ports of Latin America and West Indies, \$.55. 2/ Export payment - all destinations, \$.47. 3/ Export payments - all destinations, \$.58. 4/ Export payment accepted by CCC for Nov.-Dec. shipment: Corn, \$.03; oats, \$.00; barley, \$.00; grain sorghums, \$.00.

TABLE II, CCC PORT PRICE FOR EXPORT

Commodity	Unit	Grade, Type or Variety	Location	Latest Prices (Cents)	Date of Sales 1959
Cheese	Pound	Cheddar	Any U.S. Port	31.87 (fixed)	November
Tung Oil	"	Fed.Spec.	Marrero, Louisiana	15.51 - 15.77	November 4
Rosin	Cwt.	U.S. K-M-N-W-G-WW	Yard Florida-Georgia	\$9.03 - \$9.40	November 3